

Subject: Re: Hollywood Media District BID's 2nd Quarterly Report
From: Rita Moreno <rita.moreno@lacity.org>
Date: 07/26/2016 06:17 PM
To: Jim Omahen <jim@mediadistrict.org>
CC: Lisa Schechter <lisa@mediadistrict.org>, Miranda Paster <miranda.paster@lacity.org>, Laurie Goldman <laurielgoldman@earthlink.net>

Thank you, Jim. There is no urgency, but thanks for letting me know. I'm sure they're very simple and straight forward responses and quick fixes to the report. Given that they become public records, it's good to have them as accurate as possible, with citations as necessary to the authorizing source.

On Tue, Jul 26, 2016 at 12:09 PM, Jim Omahen <jim@mediadistrict.org> wrote:
Rita, sorry we are taking so long to get back to you regarding your questions and concerns pertaining to our 2nd Quarterly Report and such. Executive Director Schechter is out this week on vacation and President Goldman is reviewing. We will be back in touch regarding all, ASAP. Thanks.

--
Jim Omahen, Operations Manager
Hollywood Media District BID
1040 N. Las Palmas Ave.
Hollywood, CA 90038
Ph [323.860.0088](tel:323.860.0088)
Fax [323.860.0089](tel:323.860.0089)

MediaDistrict.org

From: Rita Moreno <rita.moreno@lacity.org>
Date: Monday, July 18, 2016 at 3:40 PM
To: Jim Omahen <jim@mediadistrict.org>
Cc: Lisa Schechter <lisa@mediadistrict.org>, Miranda Paster <miranda.paster@lacity.org>, Laurie Goldman <laurielgoldman@earthlink.net>

Subject: Re: Hollywood Media District BID's 2nd Quarterly Report

Thank you, Jim. I noted a carry over in the marketing category from 2014 to 2015, in the amount of \$18,031.70. I'm not sure about any carry over amount in this category for 2015 as I have not found the 4th Quarter Report; however, the 2016 Annual Report discusses "Surplus Revenues" in the amount of \$148,000.

On Mon, Jul 18, 2016 at 3:21 PM, Jim Omahen <jim@mediadistrict.org> wrote:
Rita, thanks for reviewing and I'll check on this and respond back to you regarding all this either tomorrow or Wednesday.

--
Jim Omahen, Operations Manager
Hollywood Media District BID

1040 N. Las Palmas Ave.
Hollywood, CA 90038
Ph [323.860.0088](tel:323.860.0088)
Fax [323.860.0089](tel:323.860.0089)

MediaDistrict.org

From: Rita Moreno <rita.moreno@lacity.org>
Date: Monday, July 18, 2016 at 3:08 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Miranda Paster <miranda.paster@lacity.org>, Laurie Goldman <laurielgoldman@earthlink.net>, Jim Omahen <jim@mediadistrict.org>
Subject: Re: Hollywood Media District BID's 2nd Quarterly Report

Hi Lisa,

I have a few questions on Hollywood Media's 2nd Quarter Report. In reviewing the Quarterly Report together with the 2016 Annual Report I found the following:

1. Budget Expenditure Categories: The Annual Report and MDP both list "Streetscape Services" which I believe translates to "Maintenance" in the Quarterly Report. Categories should remain consistent for the duration of the contract/ MDP.
2. The 2016 Fiscal Year estimated revenue is \$1,241,903.00; however, the budget amount listed in the Quarterly Report is \$1,203,797.00. Please include a paragraph to discuss the difference and any corresponding changes to each budget category.
3. "Improvements and Marketing" in the 2016 Annual Report is allocated \$81,624. However, the amount listed in the Quarterly Report is \$43,518. The difference between the two amounts (\$38,106) is consistent with that between the 2016 estimated and actual revenue amounts discussed in item 2 above. This category has been reduced from 6.57% of the 2016 FY Budget to 3.62% and represents a -53.32% change. Is there a reason the reduction was not spread proportionately amongst each category?

Thanks and let me know if you have any questions.

Rita

On Fri, Jul 15, 2016 at 11:07 AM, Rita Moreno <rita.moreno@lacity.org> wrote:
Okay, thanks.

On Fri, Jul 15, 2016 at 10:14 AM, Jim Omahen <jim@mediadistrict.org> wrote:
Attached to this message is the Hollywood Media District BID's 2016 2nd Quarterly Report. Also, original signed copy will be postal mailed to you. Thank you.

--
Jim Omahen, Operations Manager
Hollywood Media District BID
1040 N. Las Palmas Ave.

Hollywood, CA 90038
Ph [323.860.0088](tel:323.860.0088)
Fax [323.860.0089](tel:323.860.0089)

MediaDistrict.org

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office [\(213\) 978-1122](tel:(213)978-1122)
Fax [\(213\) 978-1130](tel:(213)978-1130)

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122

Re: Hollywood Media District BID's 2nd Quarterl...

Fax (213) 978-1130